

## Pointing in the right direction

Rural Parish Councils can put their village on the map with help from the Surrey Hills Area of Outstanding Natural Beauty (AONB) Board.

Signs Express (Croydon) has been commissioned by the Surrey Hills AONB to provide and install new directional signage posts for the AONB Board.



Each sign features an illustrative village emblem that promotes their distinctive local heritage and all will mark their location in the Surrey Hills Area of Outstanding Natural Beauty.

Liz Cutter, Chairman of Surrey Association of Local Councils and Chair of the Surrey Hills Highway Working Group said: **"Villages are understandably proud of both their heritage and their location in the Surrey Hills AONB. Many parish councils wish to use gateway signs to highlight their local distinctiveness and their location within the protected landscape but do not know where to start."**

Contact us on 020 8686 4131 to put your business on the map.

## New look for new school term

A new school term and a new look for local school St. Martin's in Northwood, with new signage supplied by leading signs and graphics supplier, Signs Express (Croydon).

The Croydon signage specialist was contracted to replace the internal and external signage of the school. Head Teacher, David Tidmarsh, felt it was time for a new look for the school and wanted the new signage to help define the core purpose and values of the school.

David Tidmarsh, Head Teacher at St Martin's School commented; **"When the school**

**needed some new signage, I had no hesitation in choosing Signs Express to do the work. My dealings with the company have been most professional, from the initial enquiry through to the installation of the new signs."**



New post and panel sign at St. Martins school

## MEET THE TEAM



Name:  
 Stevan Killick  
 Position:  
 Production Manager  
 Time in position:  
 4 years  
 Where Do You Live:  
 Lee in SE London  
 Married/Partner:  
 Adriana Lawton  
 Hobbies:

Cycling, karate, video games, rock music, art, movies and reading  
 Favourite Movie:

Lover of sci-fi and Japanese Anime. Favourite film this year is Oblivion with Tom Cruise

Favourite Band:

Iron Maiden

Favourite Alcoholic Drink:

Trooper beer

Favourite food:

Indian or Chinese

Last book you read:

The secret of Crickley Hall

Favourite Restaurant:

Ed's Easy Diner

Dream Car:

Aston Martin DB9

Deam Holiday:

America and Japan

## Are vehicle graphics still an important part of the marketing mix?

We should all be aware by now, that marketing is a key tool for any successful business. In order to sell your products or services, you have to first make people aware of them.

### But what's the most effective way to do this in order to try and achieve the best ROI for your budget?

With so many different media platforms available, there is one form of advertising that often gets overlooked: vehicle graphics. And we can't help but wonder why. Admittedly they can be expensive initially, depending on which of the many options you choose to go for, but we would urge people to focus more on the impact and longevity they can have if applied correctly rather than any dents in the bank balance.

Here are 5 reasons why we think vehicle graphics should be an essential part of your marketing mix:

- 1) The facts! According to a 3M study, there is an audience reach of up to 3,000 people every hour if your vehicle is out and about on busy roads. With a reach that great, can you risk not having your vehicle branded to communicate who you are and what you do?
- 2) Make media work for you for a change! Even when your car is parked on the street, and you're tucked up in bed after a busy day, it's still out there, getting noticed. It's a 24/7 marketing tool that quite literally can help drive your business forward.
- 3) Variety is the spice of life... The product range for vehicle graphics is vast, we are sure there's a solution for every type of business – from the one-man-band to a whole fleet of haulage lorries!
- 4) Look at the bigger picture! Applying graphics to your company vehicle should be seen as a long-term investment and not a quick fix. If you compare the price of vehicle wrapping to bill-board advertising you'll soon see it won't take you long to get better value for your money.
- 5) Imagination has no limits... The only limitation to your options when considering vehicle graphics wrap is your imagination (and, well, possibly budget!). There's no doubt that striking graphics attract attention and generate discussions. Make people stop and stare at your company details, not your competitors!

So, to sum up, we all know you have to spend money to make money, (it's a sad but true fact of life!) but we think it's about time people wised up and started investing in marketing campaigns that actually make a difference to your brand awareness and we are confident that vehicle graphics are up there with the best of them!

When considering vehicle graphics application, make sure you speak to a specialist who can not only fit the graphics professionally (there's a real art to it) but who can also advise on the design and key messaging. The graphics can last a long time, it's important that you like what you've paid for!

For our advice call 020 8686 4131.

## THE POWER OF SIGNAGE

Signage is everywhere. It drives customers to your business and directs people around your workplace. It's on the front of buildings, the side of a van and above your door. It can bring your brand to life, generate a response, re-energise your office or simply make people safe.

As part of the UK and Ireland's leading signs and graphics company, Signs Express (Croydon) provides a complete service for all forms of signage.



### CONTACT US

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**SIGNS EXPRESS**